Isaac Burns

AP English

Ms Schmidt

2/24/10

Why The Tiger Woods Story is so Important

Good Afternoon. I doubt most of you know who William Bernbach was. He was a legendary, revolutionary figure in American advertising and his ad campaigns were hailed as some of the best of the 20th century. In other words, the media was his language, and he spoke it fluently. He once eloquently described the awesome power of the media and its effect on society. He said, “All of us who… use the mass media are the shapers of society. We can vulgarize that society. We can brutalize it. Or we can help lift it onto a higher level” (“William Bernbach”). There is a fine line between those three possibilities, and in recent history, the American media has not been lifting our society to a higher level, especially not the news media.

In July 2009, *Time* conducted a poll to find the new, most trusted newsman in America to replace the late Walter Cronkite. The new most trusted newsman is not NBC’s Brian Williams, nor ABC’s Charles Gibson. No, the new most trusted man in America, is…Jon Stewart… who is not a real news anchor but a fake news anchor on a comedy show. A *fake* news anchor. We can’t even trust a real news anchor to deliver the news, so, being progressive, American thinkers, we resort to faux-news comedy show for our most breaking and important news (Johnson).

Despite this, the American news media is getting better. As Bernbach would say, it is beginning to lift our society to a higher level. At the end of 2009, the American media united to cover the ultimate news story, *the* story of all stories in the new millennium. In a brilliant showcase of investigative journalism equaled only by Bob Woodward and Carl Bernstein (the exposers of Richard Nixon’s Watergate scandal), the press uncovered the most dangerous man in America, Eldrick Tont Woods, more commonly known by his alias, Tiger Woods.

On November 26, 2009, Eldrick Woods had a destructive car accident, wrecking a hedge, obliterating a fire hydrant and possibly more until a tree heroically halted his path of devastation. Woods dismissed the catastrophe as “private”. But thanks to ingenious investigative reporting, the nation discovered the truth. Tiger Woods, a famous golfer, was unfaithful to his wife (“Tiger Woods”).

The story blew up into one of the biggest sports scandals in history. Every single news outlet, from local news stations such as WFSB and WTNH in Connecticut to national cable news stations like CNN, MSNBC, ESPN and Fox News, covered the story, uprooting every last detail of Eldrick Woods’ private life and displaying everything for the world to see.

Coverage of the ever-growing scandal was far more important than other pressing national issues such as health care, gay marriage, or the wars in Afghanistan and Iraq. And rightfully so! The press should, no, must inform society about one individual’s private matters. Unfortunately, the media regressed and fell back to its old ways when the devastating earthquakes hit Haiti. They covered the minute-by-minute developments of the happenings to no end. The CNN host Anderson Cooper even traveled all the way to Haiti to help with the relief effort instead of covering the more important story of Tiger Woods. Thankfully, the networks came to their senses and once again focused on Mr. Woods, who is far more important than aiding a poverty stricken country.

Coverage reached a pinnacle on February 19th, 2010, when Eldrick Woods dutifully apologized to the nation, and the world, for his horrendous, private and personal affairs. His apology was broadcast on every major news and sports network, interrupting even the Olympics, which, in comparison, is of little significance really.

The national exposé of Eldrick “Tiger” Woods is a symbol of American journalistic triumph. It is an example of modern American news media at its finest, returning to the good old days of Woodward and Bernstein. This is a prime example of the recent improvements in American news media. This is a prime example of what the media needs to do in the future covering pressing issues. This is a prime example of the media lifting our news and society to a higher level, not vulgarizing it.

So here’s to you, American news media. Here’s to you CNN, MSNBC, and Fox News, and every other news network for doing the best damn job ever covering the Tiger Woods “news story”.

Sources Cited

Johnson, Steve. "Jon Stewart: The Most Trusted Man in America?." *Chicago Tribune* 24 Jul 2009, Web.

"Tiger Woods." *Wikipedia* n. pag. Web. 20 Feb 2010. <http://en.wikipedia.org/wiki/Tiger\_Woods#Marital\_infidelity\_and\_career\_break>.

“William Bernbach." *Wikipedia* n. pag. Web. 20 Feb 2010. <http://en.wikipedia.org/wiki/William\_Bernbach>.”

List of devices

Logos/Logical fallacies

Ethos

Metaphor

Personification

Sarcasm

Allusion

Anapohora

Alliteration

Listing

Irony

Structures present

Narrative

Point of view

Cause and effect

Compare/Contrast

Précis:

Isaac Burns, the bodacious and most excellent orator, suggests that the sensationalism dominating the American news media is vulgarizing American society. Burns most triumphantly develops this by using carefully crafted rhetorical devices and techniques to lambaste media efforts focusing on irrelevant issues, specifically the bogus Tiger Woods “news story”. His purpose is to point out the flaws existing in American news media and provide a call to action to help resolve the issues. Burns establishes an informal relationship with the audience to engage them and to intrigue them to support his cause.